

JOB TITLE: Marketing Specialist

LOCATION: Remote, USA; National Federation for Catholic Youth Ministry headquartered in Washington D.C.

SUMMARY

The Marketing Specialist is a full-time, exempt member of the national staff, under the direct supervision of the Communications Manager. The Marketing Specialist is a proactive communication advocate of NFCYM's mission, brand, products, and services. A creator and implementor of long-term and day-to-day digital content strategies that ensure clarity and consistency across event focused communications with a clear identity that reflects the mission, vision, and values of NFCYM. The Marketing Specialist is responsible for creating, implementing, and maintaining strategies and content for initiatives, including web design, marketing campaigns, advertising, NFCYM booth coordination, app management, and sponsor deliverables.

RESPONSIBILITIES

General

- Perform as a lay ecclesial minister of NFCYM in support of the spiritual and pastoral mission of NFCYM
- Act in accordance with Catholic morals and principles in one's professional and public life
- Additional tasks may be assigned, and job scope may change based on organizational demands

Specific

- Strengthen, protect, and grow a clear communication identity for NFCYM's event focused communications in line with organizational objectives and strategies
- Work under the direction of the Communications Manager to develop, implement, and track digital strategies for marketing
- Manage event apps, including securing app provider, development, configuration, updating, and tracking usefulness of features and content
- Create and manage content for NFCYM websites and social media accounts and maintain specific digital platforms
- Track key metrics of content and engagement across digital platforms to report monthly
- Field inquiries regarding digital platform content suggestions and requests
- Manage and collaborate with job specific contractors as necessary
- Participate in planning and implementing marketing campaigns, including setting benchmarks and goals, content creation, scheduling, updating digital platforms, and establishing measurements to track progress
- Coordinate NFCYM booth(s) at our events and other events

PHYSICAL/MENTAL REQUIREMENTS

- Requires coordination and manual dexterity, standard mental and visual ability; ability to lift as required in a regular education and office environment

REQUIRED ACTIVITIES

- Walking; sitting; standing; stooping; reaching; talking; handling; hearing; carrying; and keyboarding

BASIC QUALIFICATIONS

- Must have a working knowledge of and a commitment to the mission of NFCYM and the Catholic Church
- Excellent communication skills, including written, verbal, graphic, and public presentation skills
- Willingness to travel and work irregular hours, including weekends depending on organizational commitments



- Ability to initiate, prioritize, maintain, and complete both short-term and long-term projects simultaneously with a high degree of attention to detail within established budget parameters
- Cultural competence in diverse Catholic settings
- Proficiency with information technology; strong computer skills, including Microsoft programs such as Word, Excel, PowerPoint; Adobe products such as InDesign, Photoshop; and marketing management software
- Able to handle multiple tasks and deadlines in a rapidly changing environment
- Must have excellent human relations and interpersonal skills, be well-organized, a team builder, and lead by example
- Ability to work unsupervised, make decisions independently, and provide creative and effective solutions
- Ability to maintain confidentiality
- Successful completion of criminal history and background check
- Professional bearing and clean and neat personal appearance
- Written and verbal proficiency in English and Spanish preferred

SKILLS AND KNOWLEDGE

- Demonstrate a high level of competency in building and maintaining relationships, managing others, influencing others, consulting, project management, and pioneering new approaches
- Comprehensive knowledge of developing, executing, and evaluating digital marketing initiatives
- Proficiency with popular content management systems and email platforms (e.g., WordPress, MailChimp) and knowledge of HTML and SEO
- Strong copywriting and graphic design skills, and knowledge of editing software (Adobe Photoshop, Illustrator, etc.) editing knowledge
- Strong interpersonal skills, customer-centric attitude, ability to thrive in culturally diverse settings
- Clearly articulate brand features and benefits through written, verbal, and graphic communication presenting the uniqueness of NFCYM in a positive manner
- Knowledge of print and online design and production

EXPERIENCE

- Minimum of two to three years strategizing online content efforts for large and targeted events
- Experience working with national, regional, and/or diocesan Catholic church structures and events

EDUCATION

A bachelor's degree in digital media, marketing, communications, journalism, creative marketing writing, technical writing, and information management or related field from an accredited institution or equivalent work experience

WHAT NFCYM OFFERS

NFCYM offers a comprehensive benefit package including medical, dental, life insurance, vision, retirement savings plan, and the opportunity to work in a collaborative, mission-driven culture that is committed to empowering young people to live as missionary disciples.

SALARY RANGE

\$40,000 - \$47,800 per year and benefits

HOW TO APPLY

Send resume, cover letter highlighting relevant experience, desire to advance the mission of NFCYM, and salary requirements to employment@nfcym.org. Applications will be accepted until the position is filled.